



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Reduce the
cost of
fertilizers

Increase the
infrastructure
to store the
products

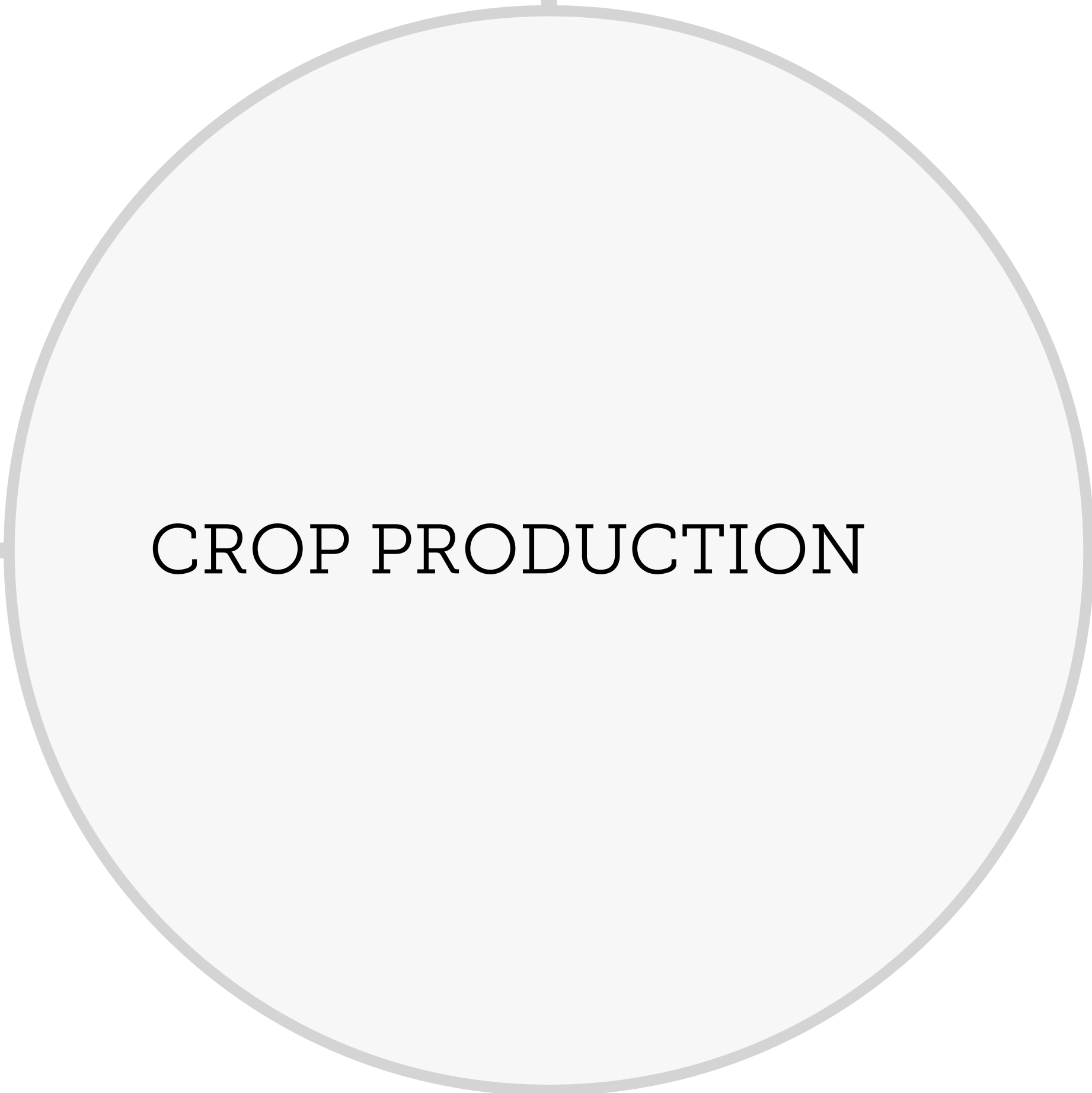
To provide high
quality seeds

The farmers
should fix the
price for their
products

The canal
must be dredge
before rainy
season

Bank must
provide the
loans with
proper interest

The need a proper
storage of water
to improve their
lands



CROP PRODUCTION

improve
irrigation
system

To increase the
production

increase the
exportation
system

They worried
about the cost
of products

Corruption in
subsidies,crop
failure and soil
erosion

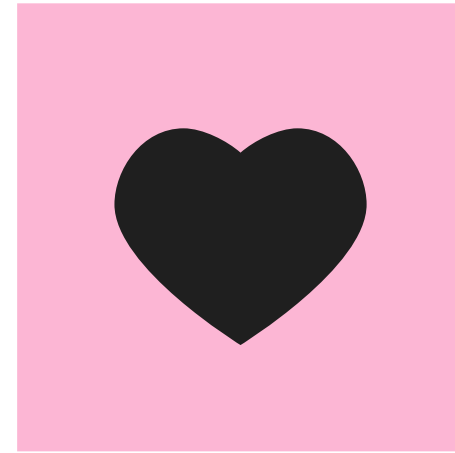
Farmers
afraid of
unseasonal
rains

The farmers
feared about
three agree
laws



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?